



Webinar Registration Form

Parents As Customers: Resolving Conflict & Encouraging Collaboration

Tuesday, March 5 ~ 1:00-2:00pm (Eastern)

Once the live date has passed, this training will be available on demand.

Overview

Think about this: As little as three months before their “child” came to college, many parents of traditional age, first-time college students were routinely and significantly responsible for their son or daughter’s decision making and well-being. Those whose children had academic or behavioral issues or special needs support in high school were especially active in their children’s education. Is it surprising, then, that they continue to advocate for their son or daughter? Not really, but that doesn’t change the fact that their desire to be a primary advocate for their college student runs counter to your efforts to engender self-sufficiency and adult responsibility in the same “child.” The resulting conflict often creates customer service interactions that are difficult to deal with and damaging to all involved.

This training will address this conflict of roles and also suggest ways to interact with parents as customers in a positive way. You will learn strategies you can use to deal with customer service issues in the moment, how to encourage long-term solutions to recurring problems, and how to build relationships with parents that encourage collaboration and shared goals.

Objectives:

- Examine various perspectives on the motivation behind excessive parent advocacy
- Learn specific customer service strategies to diffuse conflict with parents
- Analyze relationship building activities associated with shifting the parental role from sole advocate to education collaborator
- Learn activities associated with using the support of parents to shift education responsibility onto the student

Who Should Attend?

- Administration
- Faculty
- Academic Advising
- Enrollment Management
- Student Services/Affairs
- Disability Services
- Parent Programs
- Online Learning
- Anyone interested in working with parents in a positive and collaborative fashion



Speaker(s)



Bitsy Cohn / CHAMP grant Director of Credit for Prior Learning
Colorado Community College System

"When parents create customer service problems, they are often fueled by some kind of fear that has to be addressed before they can consider "letting go" of their student. Feeding the fear by insisting that they do not have any rights is never going to work. Helping them to be part of their student's Success Team will."

Bitsy Cohn is the past Director of Credit for Prior Learning, for the Colorado Community College System. Prior to this, she worked for 22 years at Front Range Community College in Fort Collins Colorado as the Director of Learning Opportunity Center Services. She holds a BA in English and an MS in Organizational Leadership with a specialization in Online Teaching and Learning. Over the course of a 29-year career she has gained expertise in community college student affairs, customer service, conflict management, post-secondary disability services, at-risk retention strategies and credit for prior learning assessment. Since retiring from the Colorado Community College System, Bitsy has been working as a higher education consultant through her business Cohn Solutions Group, LLC.

Newsletter



Registration Information

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

Payment Method

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one) Credit Card Check Purchase Order (if applicable) P.O.#: _____
 (If you select PO as your payment method, a PO number is required.)

Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		

Packages & Pricing

Select your webinar package:

\$425 - 1 webinar (Unlimited connections at your institution and recording for one year)
 \$900 - 3 webinars (Save \$375)

\$1500 - 6 webinars (Save \$1050)
 \$3995 - Purchase Go2Knowledge to receive unlimited access to webinars & recordings for one year (Best Deal!)



Login Directions

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

Site Connections

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

Recording Information

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

Recording Benefits:

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

Technical Details

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

What equipment is required?

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

Cancellation Policy

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

Satisfaction Guaranteed

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